

# **OUTDOOR RECREATION TASK FORCE**

## **MEETING MINUTES**

Thursday, February 24, 2005

10:00 a.m. – 4:00 p.m.

State Capitol Complex, East Building

First Floor, Olmsted Room

### **MEMBERS/ASSOCIATE MEMBERS PRESENT**

DEAVER, Mike	Division of Travel Development (newly appointed Chair)
CUTLER, Riley	Wasatch Touring - Owner/Manager
HERBERT, Gary R.	<b>Lieutenant Governor</b>
KORENBLAT, Ashley	Western Spirit Cycling
MACKEY, Craig	Outdoor Industry Association (OIA)
MCKEE, Mike	Uintah County Commissioner
METCALF, Peter	OIA
OKERLUND, Ralph	Sevier County Commissioner
STEVENS, Lynn	San Juan County Commissioner
TULLIUS, Mary	DNR, Parks and Recreation (Acting Chair)
WILLIAMS, Gordon	USFS (Ogden)

### **MEMBERS EXCUSED**

GRIFFITH, Sheri	
RASMUSSEN, Roody	PETZL
STOWELL, Dennis	Iron County Commissioner

### **STAFF**

BOHN, Laura	Project Manager
COTTAM, Brian	Project Manager
HANSEN, Mike	Manager, State and Local Planning
KNIGHT, Kevin	Boards and Commissions, Governor's office
NEILSON, Nancy	GOPB – Staff

### **GUESTS/ PRESENTERS**

ANDERSON, Nan	Utah Tourism Industry Coalition
BANKS, Don	BLM
CURTIS, Wes	Administration, Southern Utah University
GOREHAM, Dennis	AGRC
HARJA, John	DNR
JACKSON, Allyson	General Manager of the Salt Palace Convention Center

## **I. Welcome and Introductions**

Mary called the meeting to order, acknowledged the presence of Lieutenant Governor Gary R. Herbert and invited everyone to introduce themselves.

## **II. Public Input**

Nan Anderson of the Utah Tourism Industry Coalition announced a Western States Tourism Policy Coalition in May and encouraged the support of twenty attendees from Utah. (Joe Demma will get the names to her.) This Recreation Policy Forum will be held in Reno May 15 – 17, 2005.

### **III. Advancing the Outdoor Recreation Task Force with the Huntsman Administration – Lieutenant Governor Gary R. Herbert.**

Lieutenant Governor Herbert paid tribute to those on the task force and offered his support to them. He spoke of his appreciation for Utah's beautiful 'vistas and venues' and the greatness of the people. "Neighbor helping stranger" is not uncommon here as we have seen in St. George. 'Government can't do it all.'

He reiterated that Governor Huntsman's main mantra is Economic Development. One goal is to see all twenty nine counties experience job expansion instead of taxation. The new administration also hopes to see increased tourism and more film production in the state of Utah. Governor Huntsman hopes to see better promotion of the state and an increase in visitation.

Lieutenant Governor Herbert expressed appreciation for SB 7 and the funding it allocates for tourism. There would be ten million dollars available in the first year!

The discussion turned to allowing all of those at the table to have a vote. There are those who consistently attend task force meetings that need to have a vote. Federal agencies need to be at the table as well. (The snowmobile industry and equestrian group representation was also encouraged by some of the group.)

### **IV. Review of Accomplishments and Discussion on Future Direction – Laura Bohn/ Mike Hansen (Annual report, Webpage, etc.)**

Mike Hansen recommended that the task force provide an annual report each year and post it on the internet. Aaron McElwee of GOPB (Governor's Office of Planning and Budget) has designed a webpage for the Outdoor Recreation Task Force. Laura Bohn explained the links on the page and the information each will contain. She will finish entering data for each of the categories as it is available to her. This website will provide a central repository for information and for the task force to inform the public of its accomplishments.

Laura's thesis project, the Critical Lands Toolkit was presented. This includes links of information and a map with overlays. The dark green areas on the map show critical wetland areas and other areas of concern. The goal for mapping county gems on this map was discussed.

An annual report would be helpful in keeping the task force focused. The goals basically come from the Executive Order.

These goals include:

- Developing a marketing plan
- Identifying the outdoor recreation destinations (also Gems/Crown Jewels) and their assets
- Targeting the outdoor recreation industry (and their needs/desires)

Peter Metcalf of Black Diamond Equipment pointed out the following important aspects of reaching these goals:

1. Designate the Gems
2. Zoning and Use of each (Who are the land managers?)
3. Marketing process
4. Public Relations (really brings in the money)

### **V. Reports**

#### **• Salt Palace Expansion**

Allyson Jackson, General Manager of the Salt Palace Convention Center was the presenter. Through exceptionally good public relation efforts with local officials, agencies and

neighboring establishments the whole project process will be completed in twenty two months. “All entities came together,” according to Allyson. Extensive planning in landscape design to cooperate with a nearby church has taken place.

The whole project actually began because of a statement from the Outdoor Retailers that ‘there was not enough space.’ It was also Utah’s outdoor recreation opportunities that helped them keep the convention here. When it is finished, a tent for their convention 100,000 square feet will be set up on the exhibit floor.

Other points of interest include the fact that six new conventions have been scheduled here because of the expansion. Also, 400,000 pounds of dirt have been removed to provide for the expansion and an underground parking plaza. At this date the project is one third complete.

SB 211 Funding for Convention Centers – Waddoups, M is questionable at this time. If the Salt Palace Convention Center doesn’t get funding through this bill they will have funds from the county available so the project will still go forward.

**LUNCH (by GOPB) - Soup, assorted ½ sandwiches, marinated vegetables, chips, assorted cookies**

## **VI. Update on Recreation Gem Identification – Wes Curtis, Center for Rural Life at SUU**

Wes Curtis informed the group that the Center for Rural Life (this name may change) at SUU is working on a new program dealing with *business clusters*. This means a nebulous of businesses with common interests would be working together on common goals. He said that they also hope to promote the university as a resource for economic and community development.

The survey by the Outdoor Recreation Task Force was sent to counties and travel councils and the membership. It was hoped that this internet survey would provide necessary information for Gem identification and useful information for the counties that the Gems are in. However, because the site was ‘spammed’ the data is defective. Still the task force can work together to solve the problem and improve the process. The site is <https://utahreach.org/RuralPartners/surveys/RecGem/rgstats.cfm> and is still to be viewed as a secured site.

The *possibility* of being able to post on the survey that ten million dollars will be available for tourism (SB 7 – Funding for Tourism, Jenkins, S.) in Utah and that ‘we need your input’ may help participants feel the value of the survey. It was felt by the group that this would bring a better response from the counties also.

Wes reminded the group that local governments have to solve their own problems. However, the Outdoor Recreation Task Force can be the facilitating force that brings groups together to talk about and reach solutions.

## **VII. Round Robin Discussion on Issues Relevant to the Task Force**

- a. Ashley Korenblat of Western Spirit Cycling pointed out the need to market the Grand Staircase which will have five visitors’ centers. The group felt that government needs to do a better job of **promoting** detailed and specific tourist sites. For example, if there is a

list of the top ten restaurants in America we want to be on it. If there is a list of the top twenty fishing sites we want to be on that, etc.

- b. Ashley also pointed out the fact that the Sonoran study is a valuable resource. Craig Mackey also pointed out that there is valuable **information already available** for the task force.
- c. Concern was expressed that there is no voice for those interested in **‘back country’** activities. These activities include areas with no signage or support but are areas that help make Utah a desirable place. The ‘land’ as it was called is still available to enjoy. Also, these areas are ‘critical lands’ because Peter said, “If we lose them we can’t get them back.”
- d. **Survey** to be readdressed and notification made by March 31<sup>st</sup>. Information to be returned in categories by May 15, 2005.
- e. **Strategic planning** will require the help of other industries and agencies. Others need to be at the table who can vote. It was generally felt that the Executive Order is the task force’s list of goals.

#### **Action:**

A motion made by Peter Metcalf was that a recommendation be made to Governor Jon M. Huntsman, Jr. that a letter be sent to Senator Bennett. Riley Cutler seconded the motion and the motion carried.

#### **Adjourned: 2:00 p.m.**

#### **Action Items:**

- **Next Meeting: Friday, April 8, 2005**  
10:00 am to 4:00 pm  
State Capitol Complex, East Building  
1<sup>st</sup> Floor, Olmsted Room  
Salt Lake City
- Ashley to get survey information to Laura.
- Laura to finish data entry and request help from USU for analyzing survey data
- Laura to follow through with the update to the Executive Order for the sake of naming the new administration and bringing federal agencies and others to the table and goal clarification if any needed.
- Laura/staff to recommend to Governor Jon M. Huntsman, Jr. that the letter to Senator Bennett be sent (through Kevin Knight).
- Mike Deaver the new Chair of the task force will provide the vehicle for public and media releases.
- Subcommittee to meet for survey (Ashley, Peter and Riley).
  - Letters to be sent again to counties regarding the survey by March 31<sup>st</sup>.
  - This information will provide micro marketing areas and strategies for the State Travel Council according to Mike Deaver.
- Provide a list of resources (CRMP, websites, etc.) Who?
- UAC Conference March 10-20<sup>th</sup>.
- Joe Demma to provide names to Nan Anderson for the Western States Tourism Policy Coalition in Reno May 15 – 17, 2005.